

Subject: Fwd: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
From: Nate Kaplan <nate.kaplan@lacity.org>
Date: 01/26/2011 02:27 PM
To: Miki Payne <miki@hbdrollinger.com>, Donald Duckworth <duckworth.donald@gmail.com>, jruhlen916 <jruhlen916@aol.com>

Hey Team,
Does this sound familiar to you? The mayor's office is asking if we can help out one of your tenants, Dr Powers, with a sign that he'd like to put up for his business Movement Performance Incorporated.

Please let me know if you have any recommendations. It sounds like its out of compliance w the CDO...but let me know if there is any room for leniency.

-Nate

----- Forwarded message -----

From: **Joseph Rouzan** <joseph.rouzan@lacity.org>
Date: Thu, Jan 20, 2011 at 5:20 PM
Subject: Fwd: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
To: Nate Kaplan <nate.kaplan@lacity.org>, gabriel sermeno <gabriel.sermeno@lacity.org>

Gentlemen:

Please chime in. If there is a way to help this business, I'll pitch in where needed. What, if anything can we do? Please take a look and advise. I'd like to get back with Mr. Locke no later than early next week, if possible.

Thanks for you comments.
Joe

----- Forwarded message -----

From: Chris Locke <Chris@hfhlt.com>
Date: Thu, Jan 20, 2011 at 5:13 PM
Subject: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
To: Joseph.Rouzan@lacity.org

Joe,

Thanks again for your time on the phone this afternoon. I appreciate your assistance in assisting a commercial tenant of ours, Movement Performance Incorporated, in the pursuit of approval for signage for his location here in the Westchester Business District.

For background, the firm for which I work is HFH, Ltd. HFH has been an owner and operator of commercial real estate in Westchester for more than twenty years. One of our General Partners, Bill Allen, sits on the board of the Westchester Business Improvement Association. HFH's recently completed construction of our 55,000 SF building located at 8820-8844 S. Sepulveda Blvd. increased the assessed value of our property from \$2,338,525 to \$10,278,205 (2010-2011).

Our property features four tenants: Bed Bath & Beyond, Starbucks, Wachovia Bank and Movement Performance Incorporated. The tenant who we are attempting to assist is Dr. Powers, the owner/operator of Movement Performance Incorporated (MPI). Dr. Powers (<http://pt.usc.edu/sublayout.aspx?id=346>) is a member of the faculty at USC. Dr. Powers has recently created a new business, with a lease that began here in Westchester Business District only last April. In fact, he chose our location, 8830 S. Sepulveda Blvd, 5,500 SF above Starbucks and Wachovia Bank, specifically because of the warm climate for new businesses and the opportunity for future growth. Prior to his tenancy at our property, Dr. Powers was conducting business from the USC campus. Located on the 2nd floor, Dr. Powers has 47' 11" of frontage to S. Sepulveda Blvd. Dr. Powers assumed the last available space in our 55,000 SF building, on which we completed construction in 2007. It took nearly a year to locate Dr. Powers as a tenant, due to the challenging economic environment.

As you'll see from the email chain below, Dr. Powers' signage company, BK Signs, has encountered difficulty in achieving approval for signage for MPI. As you'll read below, Dr. Powers is being directed to have the majority of his signage installed without any exposure to S. Sepulveda Blvd because the entrance for his location is east of S. Sepulveda Blvd., similar to other tenants of ours, Bed Bath & Beyond and Wachovia. Dr. Powers has the option of installing signage so small that it would be of no practical use and/or potential approval

for the installation of signage that is so limited so as to be impractical.

I understand and appreciate the importance of the CDO for Westchester Business District in providing design guidance and enhancing the enjoyment of Westchester. As you'll see from the attached proposed signage, the signage is aesthetically quite pleasing. Also, the association with USC is clearly a strong endorsement of the Westchester Business District. Finally, the CDO also states the objective to "promote the identity and success of individual businesses..." In this situation, by disallowing the ability of our tenant, Dr. Powers, the latitude to utilize signage that was previously available under Los Angeles Municipal Code, Dr. Powers' ability to grow his fledgling business via greater exposure, is being significantly compromised.

I appreciate any and all efforts on behalf of our tenant. Please let me know how I can assist you in presenting a resolution that is favorable to the continued growth and strength of our tenant.

Regards,

Christopher H. Locke

VP Operations

HFH Ltd.

8818 S. Sepulveda Blvd.

Los Angeles, CA 90045

(T) 310-568-8585 #7

(F) 310-568-0358

(C) 310-433-6869

-----Original Message-----

From: Jorge Diaz [mailto:jorge@bksigns.com]

Sent: Thursday, January 20, 2011 10:58 AM

To: Chris Locke

Subject: Re: Westchester CDO Guidelines

Thank you.

Jorge Diaz

----- Original Message -----

From: "Chris Locke" <Chris@hfhlt.com>

To: "Jorge Diaz" <jorge@bksigns.com>; "Powers, Christopher" <powers@usc.edu>

Sent: Thursday, January 20, 2011 10:07 AM

Subject: RE: Westchester CDO Guidelines

Jorge,

We'll see what other approaches we can take, should be back in touch in about a week from now, perhaps two.

Regards,

Christopher H. Locke

VP Operations

HFH Ltd.

8818 S. Sepulveda Blvd.

Los Angeles, CA 90045

(T) 310-568-8585 #7

(F) 310-568-0358

(C) 310-433-6869

-----Original Message-----

From: Jorge Diaz [mailto:jorge@bksigns.com]

Sent: Thursday, January 20, 2011 8:32 AM

To: Powers, Christopher

Cc: Chris Locke

Subject: Re: Westchester CDO Guidelines

Hello Chris,

I been in contact with Debie Lawrence. She is the community planner for

San

pedro and Westchester area. I've attached the CDO guidelines. Its fairly

new. Effective date July 1, 2008. Please read the email she sent me.

Please

call me with any questions.

Thanks,

Jorge Diaz

- > Hi Jorge,
- > The proposed sign changes for the Movement Performance Institute at
- > 8330 S. Sepulveda Blvd. cannot be processed as a Director's sign off
- > because they do not comply with the Downtown Westchester Community
- > Design Overlay (CDO) regulations. The sign is not in compliance with
- > the following standards:
- >
- > 16e: Signs should be located at the primary entrance to the building
- >
- > 16j: Premises located above the ground floor, which do not take their
- > primary access directly from an exterior walkway open to the public,
- > may have only a building or business identification sign adjacent to
- > each exterior entrance that provides access to those premises.
- >
- > 20b: Signs on a multi-tenant building shall be placed at the same
- > uniform elevation to create visual continuity.
- >
- > To qualify for a Director's sign off, you should place the sign at the
- > rear entrance. However, this would reduce its size. Another option is

> to make use of a projecting sign (limited to 4 square feet), in
> accordance with standard 17b. You would have to show that there is
> direct pedestrian access to the second floor business space. Because
> this appears to be a multi-tenant building, you should obtain drawings
> that show the layout and access.

>

> A third option is to apply for a CDO plan. This costs \$1,432.52 and
> would take longer to process than a sign off since findings and a
> determination are required. You could apply to have your sign on the
> front of the building, but we would recommend individually mounted
> channel letters, and that the portion of the sign "USC Professional
> Education Center" be included as the wall sign to the rear of the
> building.

>

> thank you,
> Debbie

>>>>> Debbie Lawrence, AICP
>>>>> Community Planner, San Pedro
>>>>> City of Los Angeles Department of City Planning
>>>>> 200 N. Spring Street, Room 621
>>>>> Los Angeles, CA 90012
>>>>> Phone: (213) 978-3034

>>>>> Fax: (213) 978-1226

----- Original Message -----

From: "Powers, Christopher" <powers@usc.edu>

To: "Jorge Diaz" <jorge@bksigns.com>

Cc: "Chris Locke" <Chris@hfhlt.com>

Sent: Tuesday, January 18, 2011 1:50 PM

Subject: FW: Westchester CDO Guidelines

Jorge,

I would like to introduce you to Chris Locke who represents HFH ltd (my landlord). He is cc'd on this e-mail.

Chris thought it would be best for the two of you to connect to discuss the

issues related to signage, etc.

With whom at the city have you been interfacing regarding the sign?

Christopher M. Powers, Ph.D., P.T.

Associate Professor

Director, Program in Biokinesiology

Co-Director, Musculoskeletal Biomechanics Research Lab

USC Division of Biokinesiology & Physical Therapy

1540 E. Alcazar St. CHP-155 | Los Angeles, CA 90089-9006

T: 323.442.1928 | F: 323.442.1515 | www.usc.edu/go/mbri

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Joseph T. Rouzan III
Deputy Director, Business Services
City of Los Angeles
Community Development Department
1200 W. 7th Street, 6th Floor
Los Angeles, CA 90017
(213) 744-7188

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Nate Kaplan
Field Deputy
Office of Councilmember Bill Rosendahl
City of Los Angeles, 11th District
7166 W. Manchester Ave
Los Angeles, CA 90045
Phone: 310-568-8772
Fax: 310-410-3946

— Attachments: —

A-6 (3) WP I Second Floor Plan.pdf	774 KB
Movement Performance Institute Rev 3-2-2-1 City Submittal 12-14 Rev1.pdf	1.7 MB